

# Georgia Small Business Person of the Year

## Catherine Downey, CEO, CATMEDIA

Catherine Downey is the founder and CEO of CATMEDIA, a full service communications company headquartered in Tucker, Georgia. Approaching \$20 million in revenue, the company has been named in the Top Ten of the Atlanta Business Chronicle's 2015 Pacesetter Awards for Atlanta's 100 fastest-growing private companies, as well as named as one of the top 100 fastest growing companies [top five woman owned businesses] in America by Inc. Magazine.

Downey's career began in media as Director of Marketing & Broadcast Promotions for a Memphis-based television station. After 15 years of executive management experience, Downey—a single mom—founded CATVIDEO, Inc. in 1997. While years of hard work and sacrifice were paying off, with her children grown, Downey re-doubled her efforts to expand the firm.



In 2011, Downey changed the company name to CATMEDIA to reflect its expanding services. Today the company offers a broad range of specialties including: media production, training, graphic design, human resource management event production, web based programming and social media. Her commitment to excellent customer service is supported by a client list that includes some of the biggest names in federal agencies: the Federal Aviation Administration, Centers for Disease Control, and the Office of Personnel Management.

CEO Catherine Downey credits SBA and its partner organizations for helping her successfully scale up her firm and her own executive management skills. "I feel like a poster child for the SBA as I have participated in many federal government programs and services that have helped grow my business." Either she or a team member visits the SBA on a quarterly basis to remain engaged and plugged into the vast network of resources. "Each class or meeting has been a building block for my growth and the growth of the company, said Downey."

Through SCORE, Catherine learned about federal procurement which lead to her certification in SBA's 8(a) Business Development Program. She is a client of the Georgia Small Business Development Center and a graduate of the SBDC's Fast Track program. She graduated from SBA's Emerging Leaders Program as its 2014 class valedictorian. To round out the "poster child" image of utilizing the SBA programs and services, CATMEDIA recently took advantage of the agencies 504 loan program to purchase a 5,750 square foot facility to for its Atlanta headquarters.

Today Downey is confident and poised to lead CATMEDIA in achieving its goal of \$50 million in annual revenue within the next three years.